

Rep Order# 8858645 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 37147

Printed: 09/21/2012 3:24 PM
Last Received: 09/21/2012 1:38 PM
Showing Buylines: All Lines

1 of 5

Station KLAS-TV LAS VEGAS
Advertiser () HECK, JOE
Product HECK/CONGRESS/REP
Estimate# 2643
Buyer WHITNEY EVERSOLE
Phone#
Fax#

Agency () STRATEGIC MEDIA PLACEMENT
7669 STAGERS LOOP
DELAWARE, OH 43015
Agency C/P1/P2/E //2643
Flight Dates 09/03/2012 - 09/16/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

JOE HECK FOR CONGRESS - NEVADA #3 *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK
NEW REVISED TOTAL - \$30,750
PLEASE CONFIRM
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	500A-600A		:30	\$145.00	09/07-09/07	1	1	1	\$145.00	
				Buyline Comment: NEWS								
	2	M,W-F	500A-600A		:30	\$145.00	09/10-09/14	4	1	4	\$580.00	
				Buyline Comment: NEWS								
	3	F	600A-700A		:30	\$150.00	09/07-09/07	1	1	1	\$150.00	
				Buyline Comment: NEWS								
	4	M,W-F	600A-700A		:30	\$150.00	09/10-09/14	3	1	3	\$450.00	
				Buyline Comment: NEWS								
	5	F	1000A-1100A		:30	\$325.00	09/07-09/07	0	0	0	\$0.00	
				Buyline Comment: PRICE								
	6	M,W-F	1000A-1100A		:30	\$325.00	09/10-09/14	2	1	2	\$650.00	
				Buyline Comment: PRICE								

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Salesperson Phone# 202-872-5880
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---	---	-----	-----	-----	----	-----	-----	-----	-----	-----	-----	-----
	7	M,W-F	300P-400P		:30	\$275.00	09/10-09/14	2	1	2	\$550.00	
		Buyline Comment: ELLEN										
	8	TU-TH	400P-500P		:30	\$900.00	09/04-09/06	2	1	2	\$1,800.00	
		Buyline Comment: NEWS										
	9	F	400P-500P		:30	\$225.00	09/07-09/07	1	1	1	\$225.00	
		Buyline Comment: NEWS										
	10	M,W-F	400P-500P		:30	\$225.00	09/10-09/14	3	1	3	\$675.00	
		Buyline Comment: NEWS										
	11	M-TH	500P-630P		:30	\$1,250.00	09/03-09/06	2	1	2	\$2,500.00	
		Buyline Comment: NEWS										
	12	F	500P-630P		:30	\$275.00	09/07-09/07	1	1	1	\$275.00	
		Buyline Comment: NEWS										
	13	M,W-F	500P-630P		:30	\$275.00	09/10-09/14	5	1	5	\$1,375.00	
		Buyline Comment: NEWS										
	14	M-TH	1100P-1135P		:30	\$1,700.00	09/03-09/06	4	1	4	\$6,800.00	
		Buyline Comment: NEWS										
	15	F	1100P-1135P		:30	\$475.00	09/07-09/07	1	1	1	\$475.00	
		Buyline Comment: EWS										
	16	M,W-F	1100P-1135P		:30	\$475.00	09/10-09/14	4	1	4	\$1,900.00	
		Buyline Comment: EWS										

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	17	F	1135P-1237A		:30	\$175.00	09/07-09/07	1	1	1	\$175.00	
				Buyline Comment: LETTERMAN								
	18	M,W-F	1135P-1237A		:30	\$175.00	09/10-09/14	4	1	4	\$700.00	
				Buyline Comment: LETTERMAN								
	19	SA-SU	1100P-1135P		:30	\$250.00	09/08-09/16	1	2	2	\$500.00	
				Buyline Comment: NEWS								
	20	SU	1000A-430P		:30	\$1,800.00	09/09-09/09	0	1	0	\$1,800.00	
							09/16-09/16	1	1	1		
				Buyline Comment: NFL								
	21	M-TH	900A-1000A		:30	\$650.00	09/03-09/06	2	1	2	\$1,300.00	
				Buyline Comment: REGIS								
	*22	F	900A-1000A		:30	\$200.00	09/07-09/07	0	0	0	\$0.00	
				Buyline Comment: REGIS								
				Sales Remark: V5 .								
				V5 Comment Changed, Spots/week Changed								
	23	M,W-F	900A-1000A		:30	\$200.00	09/10-09/14	3	1	3	\$600.00	
				Buyline Comment: REGIS								
	24	F	700P-730P		:30	\$275.00	09/07-09/07	1	1	1	\$275.00	
				Buyline Comment: ET								
	25	M,W-F	700P-730P		:30	\$275.00	09/10-09/14	4	1	4	\$1,100.00	
				Buyline Comment: ET								

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	27	SU	630A-800A		:30	\$175.00	09/09-09/16	1	2	2	\$350.00	
				Buyline Comment: SUN MORN								
	28	SU	700P-800P		:30	\$1,100.00	09/09-09/09 09/16-09/16	1 0	1 1	1 0	\$1,100.00	
				Buyline Comment: 60 MINUTES								
	29	F	1200P-1230P		:30	\$200.00	09/07-09/07	1	1	1	\$200.00	
				Buyline Comment: NEWS								
	30	M,W-F	1200P-1230P		:30	\$200.00	09/10-09/14	4	1	4	\$800.00	
				Buyline Comment: NEWS								
	31	F	500P-630P		:30	\$275.00	09/07-09/07	1	1	1	\$275.00	
				Buyline Comment: NEWS								
	32	M,W-F	500P-630P		:30	\$275.00	09/10-09/14	3	1	3	\$825.00	
				Buyline Comment: NEWS								
	33	SA	800P-1000P		:30	\$215.00	09/08-09/15	2	2	4	\$860.00	
				Buyline Comment: KLAS MOVIE								
	34	SA	930A-1200P		:30	\$200.00	09/15-09/15	2	1	2	\$400.00	
				Buyline Comment: ACC FOOTBALL								
	35	M	400A-459A		:30	\$35.00	09/10-09/10	1	1	1	\$35.00	
				Buyline Comment: NEWS								
	36	W	137A-237A		:30	\$30.00	09/12-09/12	1	1	1	\$30.00	
				Buyline Comment: ELECTRIC PLAYGROUND/ETR								

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	*37	F	900A-300P	US OPEN	:30	\$300.00	09/07-09/07	2	1	2	\$600.00	
				Buyline Comment: REGIS								
				Sales Remark: V5 .								
				V5 Added								
	*38	F	300P-400P	ELLEN	:30	\$275.00	09/07-09/07	1	1	1	\$275.00	
				Buyline Comment: REGIS								
				Sales Remark: V5 .								
				V5 Added								

---REPORT TOTALS---

Report Totals: 77 / \$30,750.00

---SALES MONTHLY TOTALS---

Sep 12: 77 / \$30,750.00

Sales Totals: 77 / \$30,750.00

Station Totals: 77 / \$30,750.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$102,500	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11
Demos RA35+